

ABSTRACT OF THE DISCLOSURE

Techniques are provided for combining searching and browsing into a single interface. The topology and content of a document collection or web site is determined and user information need keywords are determined. Relevant documents are identified using search techniques and the relevant document paths determined. The relevant document paths are analyzed using information scent to generate information scent values for the relevant document paths. A display attribute of the associated connection or link is then synthesized based on the information scent, the keywords and the document. The process repeats for each new document or web page.